Fashion Calendar 1948

2/23/48

WEEK OF

JANUARY

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR
44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK ENDING FRIDAY, FEBRUARY 20, 1948		
Saturday Feb. 21	ALL GIRLS' CLUB FASHION SHOW	NAMM'S BROOKLYN	3RD FLOOR COLONIAL ROOM
10:30 A.M.	"American Heritage Inspired Fashions" will be modeled by 16 members of Namm's All Girls' Club, showing the inside story of petticoats, the mauve pastel look, and the 1948 Easter Parade of fashions based on the Godey's Lady's Book, fashions of the 19th century. Open to public. Publicity: Rose Lee Mendelson, TR. 5-5700, Ext. 76.		
Week of Feb. 21-Feb. 28	NATIONAL "SEW AND SAVE" WEEK	NATIONAL NEEDLECRAFT BUREAU OF NEW YORK	THROUGHOUT THE COUNTRY
	Tenth Annual "Sew and Save" Week, with magazine, newspaper and radio publicity, store advertising, and window displays featuring fabrics, patterns and notions. There will be $750.00 in cash prizes for window display contests. Publicity: George Pounder, National Needlecraft Bureau, 385 Fifth Avenue, LE. 2-4455.		
Sunday Feb. 22-Feb. 29	"TIGHTEN YOUR BELT WEEK" PROMOTION	BELT INDUSTRY OF AMERICA	THROUGHOUT THE COUNTRY
	"Tighten Your Belt Week" has been set aside by American Overseas Aid -- United Nations Appeal for Children as a climax to their campaign to raise sixty million dollars to feed starving children throughout the world. There will be a nation-wide contest sponsored by the Belt Industry with $1000 in U.S. Savings Bonds for the best store-wide promotion. Publicity: Claire A. Wolff, LO. 4-7230.		
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Sunday)		
	WEEK BEGINNING MONDAY, FEBRUARY 23, 1948		
Feb. 23	LEGAL HOLIDAY (Monday) TO CELEBRATE WASHINGTON'S BIRTHDAY--Stores closed.		
Monday Feb. 23 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	EVE TARTAR (676 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
	"Straws In The Wind"--Eve Tartar will present her Spring hat collection during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Eve Tartar Publicity: Estelle Staub, RE. 4-3011. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday Feb. 23-Feb. 27	NEW YORK GIFT SHOW	NATIONAL GIFT AND ART ASSOCIATION INC.	HOTEL NEW YORKER; HOTEL PENNSYLVANIA
	More than 93,000 items will be on display at the 34th semi-annual New York Gift Show. Contact: George F. Little Management, 220 Fifth, MU. 3-3161.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE	
	OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS PRESS PREVIEWS ARE EXCLUSIVELY FOR THOSE WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.			
Tuesday Feb. 24	FIRA BENENSON At 11:00 A.M.	37 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Tuesday Feb. 24	JAY THORPE At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: AUDREY DAVIS	CI. 7-4300
Wednesday Feb. 25	MILGRIM At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Feb. 25	ELIZABETH ARDEN At 3:00 P.M.	691 FIFTH AVE.	PUBL.: KAY INGLIS-JONES	PL. 3-3410
Thursday Feb. 26	OLDRIC ROYCE At 11:00 A.M.	18 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248
Thursday Feb. 26	CARRIE MUNN At 3:00 P.M.	640 MADISON AVE.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Friday Feb. 27	MAINBOCHER At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Monday March 1	SAKS FIFTH AVE. At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Tuesday March 2	BERGDORF GOODMAN At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday March 3	STEIN AND BLAINE At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Thursday March 4	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday March 4	HATTIE CARNEGIE At 2:30 P.M.	42 EAST 49TH ST. (Note Change of Date)	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Tuesday March 9	ALICE OROVAN At 10:30 A.M.	785 FIFTH AVE. (Note Change of Time)	PUBL.: NONA JAMES	VO. 5-3440

Tuesday Feb. 24	PRESS PREVIEW: "DESIGNS FOR SUMMER LIVING"	HOUSE OF ITALIAN HANDICRAFTS	217 EAST 49TH ST.

11:00 A.M. "Designs for Summer Living"--a collection of lamps, rugs, ceramics, glass and decorative accessories, especially designed and made in Italy. By invitation. Publicity: Jane Ellis, VA. 6-1663.

Tuesday Feb. 24	SHOWING OF SPRING AND SUMMER MILLINERY	WALTER FLORELL (29 EAST 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM

1:00 P.M. Luncheon "Maid's Night Out in Reverse"--showing Spring and early Summer millinery. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Viola Sanders, PL. 5-0806. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.

DATE	WHAT'S GOING	GIVEN BY	WHERE
Tuesday Feb. 24 8:30 P.M.	FASHION REVUE AND ALL-STAR SHOW	ISRAEL ORPHAN ASYLUM (134 WEST 58TH ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.

Annual all-star benefit show and fashion revue, with celebrites of radio, stage, and screen participating. Theme of show: "The New Look" with the following exhibitors presenting fashions: Dave Bellsey; Anthony Blotta; Carmel Bros.; Samuel Chapman; Davidow; Deitsch, Wersba & Coppola; Jane Derby; Elfreda; Fox-Brownie; I.J. Fox; Sam Friedlander; Ben J. Gam; Joseph Halpert; George Jablow; Samuel Kass; Kiviette, Milmont Gowns; Molly; Monte-Sano & Pruzan; Pattullo; Ben Reig; Nettie Rosenstein; Rudolf Gowns; Ann Sadowsky; William Schwade; Adele Simpson; Herbert Sondheim; Spectator Sports; Harold Susman-Jennifer; Weiner Originals; Joseph Whitehead; Zuckerman & Kraus. Produced by Ann Loweth, of William Loweth & Co. Tickets: $1.50 to $15.00. Contact: Israel Orphan Asylum, CI. 5-7400.

Feb. 25 MILGRIM'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 2)

Wednesday Feb. 25 1:00 P.M. Luncheon	READY-TO-WEAR FASHIONS AT LUNCHEON	SADA SACKS (671 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM

Sada Sacks will present a showing of ready-to-wear for daytime and evening. Also fashions by Patullo, Ben Reig, Nettie Rosenstein, Spectator Sports. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Publicity: Milton Cline, RE. 4-2937. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900.

Wednesday Feb. 25 2:30 P.M.	DESIGNERS' COLLECTIONS AT FASHION SHOWING	B. ALTMAN & CO.	3RD FLOOR

Altman's will present a showing of Spring fashions by about 15 leading designers. Open to public. Publicity: Etta Daub, MU. 9-7000.

Feb. 25 ELIZABETH ARDEN'S SPRING SHOWING FOR THE PRESS AT 3:00 P.M. (See Page 2)

Thursday Feb. 26 9:15 A.M. Breakfast	PRESS BREAKFAST AND FASHION SHOW	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

Semi-Annual Press Breakfast--a preview of Spring fashions from Macy's new Little Shops and dress shops, to be opened on March 1, third floor, 7th Avenue building. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.

Feb. 26 OLDRIC ROYCE'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 2)

Thursday Feb. 26 1:00 P.M. Luncheon	"SPRING IN PINK AND GREEN"	HELEN de HUENE (21 EAST 57TH ST.)	HOTEL PLAZA PERSIAN ROOM

Helen de Huene will present her Spring and Summer designs of evening and afternoon dresses, and tailored suits. Hats by Suzanne Remy. Press by invitation. Public by reservation. For reservations, contact: Mrs. Otis, PL. 3-1740, Ext. 176. Contact: Helen de Huene, EL. 5-1337. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.

Feb. 26 CARRIE MUNN'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 2)

Feb. 27 MAINBOCHER'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 2)

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Feb. 27 3:00 P.M.	PRESS PREVIEW: WARDROBE FOR LITTLE BOYS	MERRY HULL MERRY MITES	2 BEEKMAN PLACE (E. RIVER AT 50 ST.)
	Merry Hull, who revolutionized the glove industry, has designed a new and entirely different wardrobe, exclusively for little boys, which will be shown to the press only at a limited showing at Merry Hull's studio. The line will be presented to the public by leading stores (B. Altman & Co. in N. Y.) early in March. By invitation only. Publicity: Carson-Ruff Assoc., MU. 2-2055.		
Friday Feb. 27 3:00 P.M.	McCALL PATTERN FASHION SHOW	BAMBERGER'S NEWARK, N.J.	2ND FLOOR FABRIC DEPT.
	"Wool Leads A Double Life"--showing of woolen fabrics that can be made with McCall Patterns. Open to public. Publicity: Mary Grizzard, Market 2-1212.		
Friday Feb. 27	GALA FASHION SHOW IN BOSTON	HERALD-TRAVELER BOSTON, MASS.	COPLEY-PLAZA HOTEL BOSTON, MASS.
	"Wearable Fashions" for Spring and Summer will be the theme of a Boston fashion show, patterned after the N. Y. Times Show. The fashion event, staged for the benefit of New England retailers, will feature fashions from many of the leading designers throughout the country. On Feb. 29 the Herald-Traveler will publish "The Fashion Herald of 1948", a roto-gravure supplement which will tie in with the fashion presentation. Contact: Elinor Williams, fashion editor, Herald-Traveler, Boston.		
Saturday Feb. 28	"MILLINERY MARDI GRAS" IN NEW ORLEANS	NEW ORLEANS FASHION GROUP	NEW ORLEANS LOUISIANA
	"Millinery Mardi Gras" fashion showing, the first big project of the newly organized New Orleans Fashion Group, with top millinery designers of the country participating in the event. Each designer will create a special hat based on a New Orleans theme. Makeup for models by Del Russo, fashion makeup artist for Helena Rubinstein. Coiffures by Antoine. Gracie Allen will act as Mistress of Ceremonies at auction of millinery. Contact: Julie Mayhew, New Orleans Times-Picayune, New Orleans, La.		
March 1	RED CROSS DRIVE (March 1-March 31).		
Monday March 1 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	DE PINNA	ST. REGIS HOTEL IRIDIUM ROOM
	Spring fashions from De Pinna's "Town", "Spectator", and "Young Moderne" departments. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. De Pinna Publicity, contact: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Shows Publicity and Direction: Mary Alice Rice, CI. 6-1790.		
March 1	SAKS FIFTH AVENUE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M.(pg.2)		
Monday March 1 3:00 P.M.	KENETH HOPKINS HATS AT PRESS SHOWING	GUNTHER 666 FIFTH AVE.	2ND FLOOR SALON
	Keneth Hopkins' new millinery collection will be presented to the press at Gunther's. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday March 2 10:30 A.M.	PRESS PREVIEW: SPRING INTO SUMMER FASHIONS	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR
	Semi-annual fashion show for the press by Bloomingdale's, presenting Spring into Summer fashions for misses. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.		
Tuesday March 2 1:00 P.M. Luncheon	"EASTER BONNETS" AT LUNCHEON SHOWING	LADDIE NORTHRIDGE	RITZ CARLTON HOTEL OVAL ROOM
	"Preview of Easter Bonnets" will be presented by Laddie Northridge during luncheon. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
March 2	BERGDORF GOODMAN'S SPRING COLLECTION FOR THE PRESS AT 5:30 P.M. (See pg.2)		
Tuesday March 2- March 3	SEMI-ANNUAL LEATHER SHOW	TANNERS' COUNCIL OF AMERICA	WALDORF-ASTORIA
	Thirty-second semi-annual leather show, with 86 booth spaces allotted to members of the Council who will participate. Exhibit at Waldorf-Astoria in Jade Room, Astor Gallery, Grand Ballroom, and adjoining ballrooms. Publicity: Mr. J. L. Nelson, BE. 3-0494.		
Wednesday March 3 10:30 A.M. Coffee & Brioche	PRESS CONFERENCE: FUR FASHION TRENDS	FREDRICA FURS	345 SEVENTH AVENUE 16TH FLOOR
	Mr. Arthur Schwartz, who has just returned from Paris, will review the recent couturier collections and interpret the significant changes for 1948 fur fashion trends. Attendance by invitation. Contact: Peg Wilson, CH. 4-8685.		
Wednesday March 3 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	EDWINA PATTERSON (69 WEST 55 ST.)	HOTEL PIERRE COTILLION ROOM
	Spring and Resort custom-order fashions will be presented by Edwina Patterson during luncheon. Hats by Braagaard. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Edwina Patterson, CI. 6-9267. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900.		
Wednesday March 3 1:00 P.M. Luncheon	SPRING FESTIVAL OF "HATS FOR YOU"	ARANKA, INC. (19 EAST 56 ST.)	WALDORF-ASTORIA SERT ROOM
	Mme. Aranka will present a Spring Festival of "Hats For You" during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Aranka Publicity: Ann Rountree, PL. 8-2966. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
March 3	STEIN AND BLAINE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M. (See pg.2)		
Wednesday March 3 2:30 P.M.	"JACQUES HEIM JEUNES FILLES" FASHIONS	B. ALTMAN & CO.	3RD FLOOR
	Presentation of fashions by "Jacques Heim Jeunes Filles", including imports contrasted with American copies. Open to public. Publicity: Etta Daub, MU. 9-7000.		
March 4	HENRI BENDEL'S SPRING COLLECTION FOR THE PRESS AT 10:30 A.M. (See Page 2)		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday March 4 1:00 P.M. Luncheon	SHOWING OF "THE LITTLE THINGS IN FASHION"	FRANKLIN SIMON	HOTEL PLAZA PERSIAN ROOM
	"The Little Things In Fashion" will be presented by Franklin Simon during luncheon. Press by invitation. Public by reservation. For reservations, contact Mrs. Otis, PL. 3-1740, Ext. 176. Publicity: Lenore Benson, WI. 7-9600. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169.		
March 4	HATTIE CARNEGIE'S SPRING COLLECTION FOR THE PRESS AT 2:30 P.M.(See pg.2)		
Thursday March 4 5:00 P.M.	MALE-TESTED FASHION SHOW	COSMOPOLITAN MAGAZINE	STORK CLUB BLESSED EVENT ROOM
	Cosmopolitan will present new fashions in cotton dresses for Summer for male approval. Strictly by invitation. Publicity: Kay Wister, Fashion Editor, CO. 5-7300.		
Monday March 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	JAECKEL, INC. (10 EAST 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Jaeckel will present a luncheon showing of new Spring daytime, afternoon, and evening fashions. Also, fur stoles and scarves. Press by invitation. Public by reservation. For reservations, contact: PL.3-4500, Ext. 123. Jaeckel Publicity: Mr. A. L. Stewart, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Monday March 8- March 20	FORTY-FIFTH ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U. S. A.	HOTEL McALPIN HOTEL BRESLIN
	Preview for the trade of complete lines of toys, games and hobby materials. More than 800 exhibitors will display 100,000 varieties of American-made playthings at the Hotel McAlpin; at 200 Fifth Ave. (headquarters Toy Mfrs. of U. S.); at 1107 Broadway; and at the Hotel Breslin. Publicity: Ruth Millard, SP. 7-4462.		
Monday March 8- March 14	FOURTH ANNUAL ANTIQUES SHOW	LEADER ENTERPRISES,INC.	MADISON SQ. GARDEN 49TH ST. & 8TH AVE.
	Display of about 50,000 items, representing a value of $10,000,000. Tickets: $1.50 (incl. tax). Contact: Morton Yarmon, BE. 3-6010.		
Tuesday March 9 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW	JONAI INC. (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	Jonai will present new custom-order fashions during luncheon. Hats by Braagaard. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Contact: Joseph Nathan, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
March 9	ALICE OROVAN'S SPRING COLLECTION FOR THE PRESS AT 10:30 A.M. (See pg.2)		
Wednesday March 10 10:00 A.M.	OPENING OF NEW ADRIAN ROOM	GUNTHER	666 FIFTH AVENUE 3RD FLOOR
	First showing by Adrian at Gunther's, to be presented in the new Adrian Room, which will be a replica of his Beverly Hills Salon. The Adrian collection will be carried in N. Y. exclusively by Gunther. For press, by invitation only. Publicity: Nona James, VO. 5-3440.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	DOROTHY GORDON (14 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
	Hats for Easter and Spring by Dorothy Gordon, featuring flowers, straws, and novelty fabrics. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Dorothy Gordon, EL. 5-9641. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday March 10 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AND SPRING ACCESSORIES	GEORG JENSEN, INC.	HOTEL PIERRE COTILLION ROOM
	Fashions for children from two to eight years old. Also, a showing of Spring accessories including jewelry, gloves, handbags, scarfs. Daytime and evening fashions by Oleg Cassini. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Georg Jensen Publicity: Martha Swigart, EL. 5-6630. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, RE. 4-5900.		
Wednesday March 10 2:30 P.M.	SHOWING OF SPRING MILLINERY FASHIONS	B. ALTMAN & CO.	3RD FLOOR
	New Spring millinery will be presented at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000.		
Thursday March 11 1:00 P.M. Luncheon	SHOWING OF "LOVE STORY IN FLOWERS"	KATHRYN CHURCHILL (110 WEST 28TH ST.)	HOTEL PLAZA PERSIAN ROOM
	Kathryn Churchill will present a "Love Story In Flowers", showing two kinds of weddings with appropriate flowers: the first, an "ultra" pink wedding; the second, "conservative" white. Fashions by Jay Thorpe. Flowers by Ariston. Press by invitation. Public by reservation. For reservations, contact: "Fred", headwaiter, PL. 3-1740. Contact: Mary Elizabeth Fisk, LA. 4-0499. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.		
Monday March 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	RUSSEKS FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
	New Spring hats from Russeks' Pink Room collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.		
Monday March 15 5:00 P.M.-7:00 P.M. Cocktails	OPENING OF SALON AND EXECUTIVE OFFICE BLDG.	HELENA RUBINSTEIN, INC.	655 FIFTH AVENUE
	Helena Rubinstein will present a dramatization of salon services offered in her newly completed Salon and Executive Office Building at 655 Fifth Avenue, to the press and trade. Attendance strictly by invitation. Publicity: Amy Blaisdell, EL. 5-2100.		
March 15	NATIONAL HOBBY WEEK (March 15-March 22).		
Tuesday March 16 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
	Macy's will present new Spring fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
March 17	ST. PATRICK'S DAY (Wednesday).		
Wednesday March 17 1:00 P.M. Luncheon	"EASTER FASHION PARADE" LUNCHEON SHOWING	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
	"Easter Fashion Parade" and showing of Spring into Summer fashions--from morning to night--will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Publicity: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Thursday March 18 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT LUNCHEON SHOW	L. BROGAN	HOTEL PLAZA TERRACE ROOM
	Easter and Spring fashions for children will be presented by L. Brogan during luncheon. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Alexandre Tarsaidze, PL. 3-1241. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169.		
March 20	FIRST DAY OF SPRING (Saturday).		
March 21	PALM SUNDAY		
March 21- March 27	HOLY WEEK		
	No regular luncheon fashion shows have been scheduled at the hotels during Holy Week.		
March 26	GOOD FRIDAY		
March 28	EASTER SUNDAY		
Monday March 29 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW	ROSE SAPHIRE	ST. REGIS HOTEL IRIDIUM ROOM
	Rose Saphire will present her Spring and Summer millinery fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact: Rose Saphire, WI. 2-4374. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Tuesday March 30 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
	Zachary Bogert's 1948 collection of daytime cottons for Summer and a few for evening wear. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop, contact Mr. Lawrence, PL. 9-7100. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Wednesday March 31 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	MARETTA FEELEY (6 EAST 53RD ST.)	WALDORF-ASTORIA SERT ROOM
	Ready-to-wear and custom-made originals in dresses, ensembles and millinery will be presented by Maretta Feeley. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Contact: Maretta Feeley, PL. 5-6183. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 1 1:00 P.M. Luncheon	SHOES AND ACCESSORIES AT LUNCHEON SHOWING I. Miller will present shoes and accessories for early Summer during luncheon. Press by invitation. Public by reservation. For reservations, contact Mrs. Otis, PL. 3-1740, Ext. 176. I. Miller Publicity: Mrs. Langdon, BR. 9-2000. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169.	I. MILLER	HOTEL PLAZA PERSIAN ROOM
Wednesday April 7 1:00 P.M. Luncheon	SHOWING OF FURS FOR SPRING 1948 Furs for Spring will be presented during luncheon by Dein-Bacher of The Waldorf. Press by invitation. Public by reservation. For reservations, contact: "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Miss Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Thursday April 8 1:00 P.M. Luncheon	SUMMER FURS AT LUNCHEON SHOW Showing of Summer furs by Aronowicz. Hats by Robert Dudley. Press by invitation. Public by reservation. For reservations, contact Mrs. Otis, PL. 3-1740, Ext. 176. Aronowicz Publicity: Muriel Francis, PL. 9-5600. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 169.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM

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FASHION JOBS

JOBS WANTED

COPYWRITER or EDITORIAL. Agency exp. Formerly Assoc. Editor of fashion pub.; Asst. Editor of 2 fashion trade magazines. Dept. store background. JW 629

EXPERIENCED fashion promotion, copy & contact. 3 years N.Y. agency, 4 years retail. Available immediately to store, agency or manufacturer. JW 630

JOBS WANTED

FASHION ASSISTANT. Young man; creative, exec. ability, good taste. Mdse. exp. in shows, display, prom. for stores, mfrs; adv. agency. JW 631

FASHION STYLIST & COORDINATOR. Exp. in accessorizing & casting models for West 57th Street shop, advg. dept. & fashion office large dept. store. JW 632

WHEN CONTACTING A BOX NUMBER,
PLEASE REFER TO THAT NUMBER,
c/o FASHION CALENDAR
44 West 52 Street
New York 19, N.Y.
(EL. 5-3998)

PRICE OF 4-LINE INSERTION

Job Wanted........................$2.50
Job Available.....................$5.00

(4 lines of 39 characters per line)

Deadline: Tuesday at 5:00 P.M.

Check or money order must accompany all job insertions.

MUSIC...MOVIES...THEATRE

Friday Feb. 20 — OPENING: "TONIGHT AT 8:30" NATIONAL THEATRE 41ST ST. WEST OF B'WAY
Gertrude Lawrence in a collection of six short plays by Noel Coward, including "Ways and Means", "Family Album" and "Red Peppers". On Feb.23, "Shadow Play", "Fumed Oak" and "Hands Across the Sea"; with Graham Payn, Philip Tonge and Norah Howard. Produced by Homer Curran, Russel Lewis and Howard Young. Director: Noel Coward. Settings: George Jenkins. Costumes: Hattie Carnegie. Publicity: Harry Forwood, CI. 5-6371.

Friday Feb. 20-Feb. 27 — BALLET RUSSE DE MONTE CARLO NEW YORK CITY CENTER, 131 WEST 55TH STREET
Second week of Ballet presentations will include:
Feb. 20: DANSES CONCERTANTES; LOLA MONTEZ; PAS DE DEUX, GAITE PARISIENNE.
Feb. 21: (Mat.) LES SYLPHIDES; PAS DE DEUX CLASSIQUE; RAYMONDA
Feb. 21: (Eve.) RAYMONDA; CIRQUE DE DEUX; FRANKIE AND JOHNNY
Feb. 22: (Mat.) LES SYLPHIDES; MADRONOS; THE NUTCRACKER
Feb. 22: (Eve.) COPPELIA; CIRQUE DE DEUX; SCHEHERAZADE
Feb. 24: GISELLE; CIRQUE DE DEUX; FRANKIE AND JOHNNY
Feb. 25: SWAN LAKE; THE NUTCRACKER; SCHEHERAZADE
Feb. 26: BALLET IMPERIAL; CONCERTO BAROCCO; NIGHT SHADOW; DANSES
Feb. 27: GISELLE; CIRQUE DE DEUX; SCHEHERAZADE
Publicity: Michael Mindlin, CI. 7-5911.

Friday Feb. 20 — PREMIERE: "MY GIRL TISA" (Movie) STRAND THEATRE B'WAY & 47TH ST.
Warner Brothers romantic drama about a war refugee in the United States, starring Lilli Palmer, Sam Wanamaker, Akim Tamiroff, and Alan Hale. Producer: Milton Sperling. Director: Elliott Nugent. Settings: Fred N. MacLean. Costumes: Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Saturday Feb. 21 — PREMIERE: "IF YOU KNEW SUSIE" (Movie) RKO PALACE THEATRE B'WAY & 47 ST.
RKO comedy about an ex-vaudeville family that tries to open a nightclub in New England and discovers that the government owes them 7 billion dollars, starring Eddie Cantor, Joan Davis, Allyn Joslyn, Charles Dingle and Bobby Driscoll. Producer: Eddie Cantor. Director: Gordon M. Douglas. Settings: Darrell Silvera. Costumes: Renie. Publicity: Rutgers Neilson, CO. 5-6500.

Monday Feb. 23 — METROPOLITAN OPERA PRESENTATIONS, METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Mon., Feb. 23: PETER GRIMES; Tues., Feb. 24: GOETTERDAEMMERUNG; Wed., Feb. 25: RIGOLETTO; Thurs., Feb. 26: LA BOHEME; Fri., Feb. 27: (Mat.) TANNHAEUSER; Fri., Feb. 27: (Eve.) LA TRAVIATA; Sat., Feb. 28: (Mat.) CAVALLERIA RUSTICANA, PAGLIACCI; Sat., Feb. 28: (Eve.) IL BARBIERE DI SIVIGLIA. Publicity: Margaret Carson, PE. 6-1200.

Tuesday Feb. 24 — DUBLIN GATE THEATRE PRODUCTIONS MANSFIELD THEATRE, 47TH ST. W. OF B'WAY
Second presentation by the Dublin Gate Theatre will be "Where Stars Walk", a comedy by Michael MacLiammoir, starring Hilton Edwards and Michael MacLiammoir. Produced by Richard Aldrich, Richard Myers, and Brian Doherty. Director: Hilton Edwards. Settings and costumes: Molly MacEwen. Publicity: Bill Field, CI. 5-7930.

Thursday Feb. 26 — OPENING: "ME AND MOLLY" BELASCO THEATRE 44TH ST. EAST OF B'WAY
Gertrude Berg's comedy of Bronx life in 1919, starring Gertrude Berg, Philip Loeb, Eli Mintz, Louis Sorin, David Opatoshu, and Margaret Feury. Produced by Paul Feigay, Oliver Smith, Herbert Kenwith and David Cummings. Director: Ezra Stone. Settings: Harry Horner. Costumes: Rose Bogdanoff. Publicity: Karl Bernstein, CI. 6-0427.